



HOUSE REPUBLICAN CONFERENCE



# MEMBER SERVICES UNIVERSITY

## FRANKING 101

BY COMMITTEE ON HOUSE ADMINISTRATION  
AND OFFICE OF REP. PETER ROSKAM



# WHEN DO YOU NEED APPROVAL?

- Unsolicited Mass Communications:
  - 500 or more pieces of substantially identical content
  - Ex: Newsletters/Letters, Flyers, E-Newsletters, Advertisements, Postcards, etc.
- Outside Printing Expenses:
  - Cost of \$350+
  - Ex: Posters, Handouts, Signs, etc.



# SUBMITTING A JOB FOR APPROVAL

- Member Office Certification Form
- Advisory Opinion Request Form
- Draft of the piece as it will go out to constituents (actual size and color if possible)
- When approved, the point of contact will receive a “Preliminary Approval” email signifying the office is good to print/distribute the piece

\*\*\*Please allow 2-3 days to process\*\*\*



## HOUSE REPUBLICAN CONFERENCE

112<sup>th</sup> Congress effective January 3, 2011

Request # \_\_\_\_\_

To be assigned by the Commission

### ADVISORY OPINION REQUEST FORM

U.S. House of Representatives  
COMMISSION ON CONGRESSIONAL MAILING STANDARDS  
1313 LONGWORTH HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515-6230  
(202) 226-0647

TELEPHONE: OFFICE OF THE MAJORITY (202) 226-0647; OFFICE OF THE MINORITY (202) 225-9337  
FAX: OFFICE OF THE MAJORITY (202) 226-0047; OFFICE OF THE MINORITY (202) 225-7664

Office of: \_\_\_\_\_ State: \_\_\_\_\_ District: \_\_\_\_\_  
Date: \_\_\_\_\_ Staff Contact: \_\_\_\_\_  
Telephone #: \_\_\_\_\_ Fax#: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

#### THE ATTACHED MATERIAL IS BEING SUBMITTED FOR REVIEW IS A/AN:

- |  |   |  |                                      |   |
|--|---|--|--------------------------------------|---|
| <input type="checkbox"/> Advertisement | <input type="checkbox"/> Insert         | <input type="checkbox"/> Newsletter    | <input type="checkbox"/> Script      | <input type="checkbox"/> Template             |
| <input type="checkbox"/> Calendar      | <input type="checkbox"/> Letter         | <input type="checkbox"/> Poster/Chart  | <input type="checkbox"/> Sign/Banner | <input type="checkbox"/> Third Party Printing |
| <input type="checkbox"/> Flyer         | <input type="checkbox"/> Meeting notice | <input type="checkbox"/> Questionnaire | <input type="checkbox"/> Stationery  | <input type="checkbox"/> Other                |

#### THE ATTACHED MATERIAL WILL BE DISTRIBUTED AS:

##### ☐ A MASS MAILING (500 OR MORE PAGES)

☐ A SINGLE OR OF MASS MAILING  
NUMBER OF PAGES: \_\_\_\_\_  
ANTICIPATED DISTRIBUTION DATE: \_\_\_\_/\_\_\_\_/\_\_\_\_

APPLICABLE POSTAL RATE(s) ☐ First Class  
☐ Presorted Standard  
☐ Postal Customer

##### ☐ NOT A MASS MAILING (499 PAGES OR LESS)

##### ☐ A MASS COMMUNICATION

TO BE DISTRIBUTED VIA:

- |                               |                             |   |                           |
|-------------------------------|-----------------------------|---|---------------------------|
| <input type="radio"/> By Hand | <input type="radio"/> Fax   | <input type="radio"/> Publication/Posting | <input type="radio"/> Web |
| <input type="radio"/> E-mail  | <input type="radio"/> Phone | <input type="radio"/> Radio/TV Broadcast  |                           |

#### COMMENTS:

\_\_\_\_\_  
\_\_\_\_\_

#### FOR COMMISSION USE ONLY

Majority review: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
Minority review: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
Revisions requested: \_\_\_\_\_  
\_\_\_\_\_

Revisions approved by the Majority: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
Revisions approved by the Minority: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_  
Preliminary authorization issued to: \_\_\_\_\_ By: \_\_\_\_\_ Via: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

112<sup>th</sup> Congress effective January 3, 2011

### MEMBER OFFICE FRANKING CERTIFICATION FORM

U.S. House of Representatives  
COMMISSION ON CONGRESSIONAL MAILING STANDARDS  
1313 LONGWORTH HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515-6230  
(202) 226-0647

TELEPHONE: OFFICE OF THE MAJORITY (202) 226-0647; OFFICE OF THE MINORITY (202) 225-7666  
FAX: OFFICE OF THE MAJORITY (202) 226-0047; OFFICE OF THE MINORITY (202) 225-7664

#### General Certifications:

I hereby certify that the attached material submitted for review is being submitted in actual size and color or if the material is an advertisement (newspaper, poster, sign, banner, etc.), it is being submitted true to scale and in actual color.

I hereby certify that, to the best of my knowledge, the attached material submitted for review does not contain any logo, masthead design, slogans, photographs or facsimiles thereof contained in the campaign literature of a Member, or any specific campaign promises or pledges of a Member or political party.

I hereby certify that, to the best of my knowledge, that if the attached material is a mass mailing/communication, it will be delivered only within the congressional district from which the Member has been elected.

#### Election Certifications:

PLEASE COMPLETE THESE CERTIFICATIONS **ONLY IF YOU ARE SUBMITTING MATERIAL FOR REVIEW WHICH WILL BE DISTRIBUTED AS A MASS MAILING/COMMUNICATION DURING THE 90 DAYS PRIOR TO AN ELECTION IN WHICH THE MEMBER IS A CANDIDATE FOR PUBLIC OFFICE.**

I hereby certify that this material will not be distributed as a mass mailing/communication.

I hereby certify that under the laws of any State, Territory, or Commonwealth, the Member's name will not appear on the ballot in the next:

Primary Election, General Election, Runoff Election, Special Election

Signature of Staff Contact

Date signed: mm/dd/year

Name of Staff Contact (Please print or type)

Office of (Please print or type)

State (Please print or type)

District





# TEMPLATES

- Certain mass communications that have recurring scripts and do not incur a mailing cost may be expedited through the franking process by creating a template
- Use with: TTH Scripts, Newspaper/Radio Ads, Robo Calls, Opt-In Emails, Meeting Notices



## HOUSE REPUBLICAN CONFERENCE

### NOTICE OF USE OF AN APPROVED TEMPLATE

U.S. House of Representatives  
COMMISSION ON CONGRESSIONAL MAILING STANDARDS  
1313 LONGWORTH HOUSE OFFICE BUILDING  
WASHINGTON, DC 20515-6230  
(202) 226-0647

TELEPHONE: OFFICE OF THE MAJORITY (202) 226-0647 • OFFICE OF THE MINORITY (202) 225-9337  
FAX: OFFICE OF THE MAJORITY (202) 226-0047 • OFFICE OF THE MINORITY (202) 225-7664

Date: \_\_\_\_\_  
(MM/DD/YEAR)

Office of: \_\_\_\_\_ State: \_\_\_\_\_ District: \_\_\_\_\_

Staff Contact: \_\_\_\_\_

Telephone #: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

This notice is to advise that on: \_\_\_\_\_  
(MM/DD/YEAR)

Approved Request/Template No.: \_\_\_\_\_

was used to give notice of: \_\_\_\_\_  
(DESCRIPTION OF EVENT)

conducted on: \_\_\_\_\_ at \_\_\_\_\_ in/at \_\_\_\_\_  
(MM/DD/YEAR) (TIME) (LOCATION)

A COPY OF THE TEMPLATE AS USED IN THIS INSTANCE IS ATTACHED.



# BASICS AND THINGS TO AVOID

- All content must serve your district and be official to the representational duties of the office
- Language- DON'T PUSH THE ENVELOPE!
  - Critical comments should be directed towards policy only, not a political party or individuals (Obamacare=revision)
- Sources need to be provided for all empirical data and hard numbers ["According to CBO" "Courtesy of House Republican Conference"]
- All mass mailings must contain the mass mailing statement either on the mail panel or at the bottom of the first page: "This mailing was prepared, published and mailed at taxpayer expense."



# EMAIL SUBSCRIBER LISTS

- BUILD THEM!
- Only constituents who have “knowingly and proactively” agreed to receive regular updates from your congressional office are considered subscribed.
- Subscribed communications are considered solicited, and do not need to receive franking approval. The content must, however, still meet franking standards.



## HOUSE REPUBLICAN CONFERENCE

government?

<http://buchanan.houseenews.net/mail/uti.cfm?gpiv=2100069114.7693...>

having trouble viewing this message, you can [view the message online](#).

February 28, 2011

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CONGRESSMAN  
**VERN BUCHANAN**  
*Representing the 13th District of Florida*



U.S. House of Representatives

[Website](#) | [About](#) | [13th District](#) | [Press Releases](#) | [Photo Gallery](#) | [Federal Resources](#) | [Legislation](#)



[Share on Facebook](#)

[Share on Twitter](#)

How would you feel if the government is shut down for a few days because Congress is unable to agree on a temporary spending bill?

- ☐ I would be angry at Washington's inability to compromise.
- ☐ I would be pleased because it means Congress is finally getting serious about cutting the budget.
- ☐ I don't care either way.
- ☐ Undecided.

[Submit & Join](#)

\*By answering this survey, you are subscribing to my newsletter.

If you are having trouble, [click here](#).

### CONTACT INFORMATION

Bradenton District Office  
2424 Manatee Ave West  
Suite 104  
Bradenton, FL 34205  
ph: (941) 747-9081  
fx: (941) 748-1564



<http://buchanan.house.gov/>

Sarasota District Office  
111 South Orange Avenue  
Floor 2R, Suite 202W  
Sarasota, FL 34236  
ph: (941) 951-6643  
fx: (941) 951-2972

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# COMMUNICATION LISTS

- Communication lists may be purchased using official resources, as long as the list does not contain any campaign related or political party information
  - These may be purchased from private vendors, state or local boards of elections, Secretary of State, etc.
  - You are unable to target official communications based on political party affiliation
- You have the option of purchasing mail lists from your campaign using personal funds and using them officially.

*THIS IS **NOT** RECOMMENDED:*

- It requires a transaction at fair market value, and then your campaign list will made publicly available for purchase on the open market by anyone, including campaign opponents.



# TIPS FOR EFFECTIVE FRANKING

- Build and utilize subscriber lists and social media
- Have an organized communications plan
  - We have plenty examples of pieces and effective plans
- Know the rules, and also the consequences
- Contact Commission staff with any questions (1313 LHOB or 6-0647)



HOUSE REPUBLICAN CONFERENCE

Please Attend Congressman

## PETER ROSKAM'S JOB FAIR

**Monday, July 26, 2010**

**9:00 a.m. – 1:00 p.m.**

*Medinah Banquets*

*550 North Shriners Lane in Addison*

*Peter Roskam*  
M.C.  
PRSRT STD

UNITED STATES  
HOUSE OF REPRESENTATIVES  
WASHINGTON, DC 20515

PUBLIC DOCUMENT  
OFFICIAL BUSINESS

*This mailing was prepared,  
published and mailed at  
taxpayer expense.*



*Illinois is ready to get back to work!*





## HOUSE REPUBLICAN CONFERENCE

# Congressman Peter Roskam's Job Fair

*Help get Illinois working again!*

**Monday, July 26, 2010**

**9:00 a.m. – 1:00 p.m.**

Medinah Banquets  
550 North Shriners Lane in Addison  
Accessible via PACE Bus Route 711, Stop #9

Dear Friends:

In a difficult economy, Congress' first priority should be creating jobs. Unfortunately, I believe the Majority here in Washington is more concerned with throwing money at a problem than fixing it.

While some in Washington play legislative games, I've pulled together some local employers for a FREE Job Fair on Monday, July 26. Companies like UPS, CVS Caremark and Research in Motion are participating and will be showcasing jobs that they have available. This is an excellent opportunity for job seekers to meet with companies who are hiring for a wide range of skills.

If you are looking for a job, please join me on Monday the 26th. If you know someone who has been impacted by this recession and is out of work, please forward them the date and time so they can have the opportunity to stop by.

As always, if you need assistance, or have questions or comments, please contact one of my offices, or visit my website at [www.roskam.house.gov](http://www.roskam.house.gov).



*Peter Roskam*

### Contact Congressman Roskam

#### District Office

150 S. Bloomingdale Rd., Suite 200  
Bloomington, IL 60108  
(630) 893-9670  
(630) 893-9735 (fax)

#### Washington Office

507 Cannon House Office Bldg.  
Washington, DC 20515  
(202) 225-4561  
(202) 225-1166 (fax)

[www.roskam.house.gov](http://www.roskam.house.gov)



**Facebook**

[Facebook.com/RepRoskam](https://www.facebook.com/RepRoskam)



**Twitter**

[Twitter.com/PeterRoskam](https://twitter.com/PeterRoskam)



**YouTube**

[YouTube.com/RoskamIL06](https://www.youtube.com/RoskamIL06)

### Admission to the Job Fair is FREE.

Additional information is available online at  
[www.roskam.house.gov](http://www.roskam.house.gov).

If you plan on attending, please RSVP to  
[roskamjobfair@mail.house.gov](mailto:roskamjobfair@mail.house.gov)

**FREE JOB FAIR**  
**Monday, July 26**



## HOUSE REPUBLICAN CONFERENCE



Congressman  
**KEVIN MCCARTHY**

# 2009 Constituent Guide

SERVING THE 22ND CONGRESSIONAL DISTRICT OF CALIFORNIA



**Washington, D.C. Office**  
1523 Longworth Building  
Washington, D.C. 20515  
202-225-2915

**Atascadero District Office**  
9805 Capitano Avenue, Suite C  
Atascadero, CA 93422  
(805) 461-1034

**Bakersfield District Office**  
4100 Empire Drive, Suite 150  
Bakersfield, CA 93309  
(661) 327-3611

### District Mobile Offices:

#### Kern County

- 1 Frazier Park
- 2 Taft
- 3 Ridgecrest
- 4 California City
- 5 Lake Isabella
- 6 Tehachapi
- 7 Mojave

#### Los Angeles County

- 8 Lancaster

#### San Luis Obispo County

- 9 San Miguel
- 10 Paso Robles
- 11 Arroyo Grande

*Kevin McCarthy*  
M.C.  
PRES. STD.

Washington Office  
1523 Longworth Building  
Washington, D.C. 20515  
PUBLIC DOCUMENT  
OFFICIAL BUSINESS

This mailing was prepared,  
published and mailed at  
taxpayer expense.

## Congressman Kevin McCarthy: 2009 Constituent Guide

### KEY ISSUES:



#### Reviving Our Economy and Creating Jobs That Last

Our economy is facing challenging times. More Americans are losing their jobs and struggling to make ends meet. I'm working across the aisle on legislation that will stimulate job growth and get our economy back on track. That is why I created a proposal that uses fast-acting tax relief targeted towards middle-class Americans and small businesses. These common-sense ideas can revive our economy and create jobs that last.



#### Housing Market

If you are having problems with your current housing/mortgage situation, contact my Bakersfield office for assistance, 661-327-3611. If you have concerns about foreclosure, you may also want to contact HopeNow – a non-profit, HUD-approved credit counselor. Call 1-888-995-HOPE.



#### Achieving Energy Independence

I am creating legislation to encourage research and development of renewable energy sources such as the wind energy we produce in Tehachapi and the solar energy we produce in East Kern County and throughout our district. This will bring new and better jobs to California.

### CONSTITUENT SERVICES:



#### Veterans' Assistance

My offices are here to help assist with your veterans' benefits, eligibility determinations, Veterans' Affairs home loans and replacements for medals. My staff will help you get the care you deserve.



#### Medicare/Social Security

My offices are here to help you obtain the status of pending cases, expedite answers to questions and trace missing checks. My website also provides advice when applying for Social Security benefits.



#### Passports

General passport applications can be found on the U.S. Department of State's website at [www.travel.state.gov](http://www.travel.state.gov). If you have difficulty obtaining your passport, contact my office and we will do all we can to help.



Congressman Kevin McCarthy and President of California State University, Bakersfield, Dr. Horace Mitchell, speak during a Bakersfield Chamber of Commerce Meeting where Congressman McCarthy spoke about revitalizing our economy.



### DISTRICT OUTREACH:



#### Tele-townhall Meetings

Because of their success in 2008, I'll continue to use tele-townhalls in 2009 as a way for you to voice your cares and concerns.



#### Mobile Office Schedule

If you don't live near our district offices, meet with my staff members in your own community. Please visit my website to get a full schedule of our 11 mobile offices and find out when we're available in your neighborhood.



#### Share Your Ideas

The best ideas are not in Washington. That is why I encourage you to visit my website and email me your ideas about the future. Together, we can find real solutions to our nation's challenges.

For more information on Constituent Services, visit our website: [kevinmccarthy.house.gov](http://kevinmccarthy.house.gov)





HOUSE REPUBLICAN CONFERENCE

Sean Evins

1313 Longworth HOB

202-226-0647 (Main)

202-225-3244 (Direct)

[Sean.Evins@mail.house.gov](mailto:Sean.Evins@mail.house.gov)



HOUSE REPUBLICAN CONFERENCE

# TARGETED COMMUNICATIONS CALENDAR

## Monthly Goals

**Week 1:** TTH – 100k, Mail Piece – 40-60k

**Week 2:** Targeted Mailing 2-5k

**Week 3:** TTH – 100k

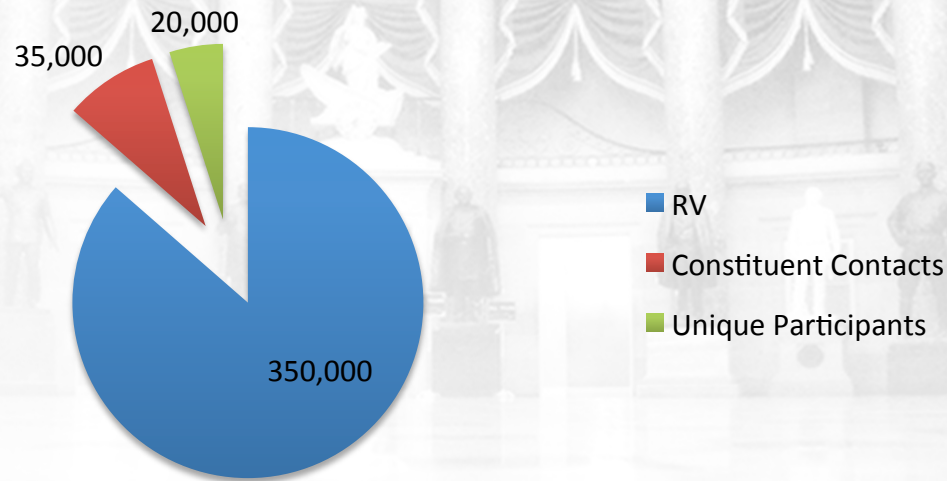
**Week 4:** Targeted Mailing 2-5k



HOUSE REPUBLICAN CONFERENCE

# THE HIGH PERCENTAGE PLAY

Constituent-Driven Contacts Are a Small Piece of the Pie





# TARGETED MAIL IS PROACTIVE, NOT REACTIVE

## *Narrowing the Universe*

### Aristotle for Unlimited Lists

- Demographic Characteristics
- Purchasing and Subscription Behavior
- Geography



# TARGETED MAIL IS PROACTIVE, NOT REACTIVE

## Selecting Topics

- Noncontroversial
- Issues with a specific audience
- Light touch
- Repetition





# TARGETED MAIL IS PROACTIVE, NOT REACTIVE

## *Event-Based Mailings*

- New Movers
- School Visits
- Factory Tours
- DC Meetings



## HOUSE REPUBLICAN CONFERENCE



Congress of the United States  
House of Representatives  
Washington, DC 20515-1306

October 9, 2007

Dear Sharon,

Like many Chicagoland families, I am concerned about the safety of our neighborhoods. I am working with my colleagues in Congress to provide local police with the resources they need to keep our community safe.

Recently, I introduced H.R. 3151, the State and Local Criminal Forensic Laboratory Enhancement Act. As the popular TV show CSI illustrates, forensic labs are essential to solving crimes and keeping criminals off our streets.

My legislation will provide \$30 million to help eliminate the 500,000 case backlog facing crime labs across the country. Without these vital resources, crime labs will be unable to keep up with the demand for their services.

I am committed to working with local law enforcement and the DuPage County Crime Lab to ensure that our district remains a safe and pleasant place to raise a family.

Very truly yours,

PS - Your input makes a difference. Please visit my website at [www.roskam.house.gov](http://www.roskam.house.gov) for more information and to let me know how you feel about issues important to our community.



## HOUSE REPUBLICAN CONFERENCE



Congress of the United States  
House of Representatives  
Washington, DC 20515-1306

October 9, 2007

Dear Sharon,

Like many Chicagoland families, my wife and kids love to spend time with our dog Max. That is why I was very concerned to hear about increasing occurrences of dog fighting.

In the wake of the high-profile indictment of NFL quarterback Michael Vick on federal dog fighting charges and rising national outrage over dog fighting crimes, I wanted to make sure you know that I have taken a stand for the fair and humane treatment of animals.

Even before the national media began to highlight recent cases of celebrity dog fighting rings, I have been working with my colleagues on both sides of the aisle to combat this cruel practice.

On January 17, 2007, I became a cosponsor of the Animal Fighting Prohibition Enforcement Act to implement strict new penalties for staging animal fights. This legislation passed overwhelmingly in the House and was signed into law by the President.

I am committed to advancing policies that make our community a safe and pleasant place to raise a family.

Very truly yours,

PS - Your input makes a difference. Please visit my website at [www.roskam.house.gov](http://www.roskam.house.gov) for more information and to let me know how you feel about issues important to our community.



## HOUSE REPUBLICAN CONFERENCE



Congress of the United States  
House of Representatives  
Washington, DC 20515-1306

October 9, 2007

Dear Sharon,

With an Amtrak crash in the news again it is more important than ever to make sure our rail ways are operated safely. Rail is a key part of Chicagoland's economic and transportation infrastructure, and I'm working with both Democrats and Republicans in Congress to keep our rail system safe.

That's why I voted for the Federal Railroad Safety Improvement Act of 2007. This legislation establishes the Federal Railroad Safety Administration to enforce U.S. rail safety laws. It also revises "hour of service" rules to reduce the maximum hours an employee can work in order to ensure that rail employees stay sharp and pay close attention to safety regulations.

I am committed to ensuring that our district remains a safe and pleasant place to raise a family.

Very truly yours,

PS - Your input makes a difference. Please visit my website at [www.roskam.house.gov](http://www.roskam.house.gov) for more information and to let me know how you feel about issues important to our community.



## HOUSE REPUBLICAN CONFERENCE



Congress of the United States  
House of Representatives  
Washington, DC 20515-1306

November 11, 2007

Dear Sharon,

As we head into the winter months, it is time to start thinking seriously about energy bills.

New reports released by the Department of Energy project that due to instability in foreign energy markets, home heating oil bills will jump by nearly 40% this winter. That's an average cost of \$1,309 per family for the October to March period!

I know how hard it can be to make a family budget work. That is why I recently wrote to President Bush asking him to release \$131 million in emergency funds from the Low Income Energy Assistance Program (LIEAP) to protect low-income Americans from having their heat shut off in the coldest months of the year. As a result, these funds have been made available to assist qualifying individuals.

If your family, like mine, can think of better ways to spend money this holiday season, please visit my website at [www.roskam.house.gov/heat](http://www.roskam.house.gov/heat) for tips on keeping your winter heating bill down. Also, if you know someone who may be eligible for LIEAP assistance, please have them contact my district office at (630) 893-9670.

Very truly yours,

PS - Your input makes a difference. Please visit my website at [www.roskam.house.gov](http://www.roskam.house.gov) for more information and to let me know how you feel about issues important to our community.



